



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/539,558	03/31/2000	Alan H. Karp	10992073	9395

22879 7590 11/24/2003

HEWLETT PACKARD COMPANY
P O BOX 272400, 3404 E. HARMONY ROAD
INTELLECTUAL PROPERTY ADMINISTRATION
FORT COLLINS, CO 80527-2400

EXAMINER

OUELLETTE, JONATHAN P

ART UNIT	PAPER NUMBER
----------	--------------

3629

DATE MAILED: 11/24/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

SW

Office Action Summary

Application No.

09/539,558

Applicant(s)

KARP ET AL.

Examiner

Jonathan Ouellette

Art Unit

3629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 20 August 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 21-41 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 21-41 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____ 6) ☐ Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 21-31 and 33-41 are rejected under 35 U.S.C. 103(a) as being anticipated by O'Neil et al. (US 5,987,440).**
3. As per independent Claims 21 and 34, O'Neil discloses a method (system) for selling personal information of an owner to a requestor via the Internet (Fig.1, C2 L8) comprising: obtaining the personal information of the owner by an information source (Abstract, C61 L50-54, C65 L36-39); providing the personal information to a trusted party by the information source after authorization by the owner, wherein the trusted party is different from the owner; providing the personal information to a requestor by the trusted party based on a sale policy that is controlled by the owner (Abstract, C2 L49-63, C6 L53-64, C61 L61-67, C62 L61-67, C63 L1-15, C65 L39-40); providing payment to the trusted party from the requestor; and providing compensation to the owner from the trusted party (Abstract, C6 L53-64, C21 L37-62, C24 L8-45, C62 L61-67).
4. O'Neil fails to expressly disclose wherein the information source may be any user of the Internet.

Art Unit: 3629

5. However O'Neil does disclose that the system can be operated on the internet (Fig.1, C2 L8), and can be accessed by anyone on the Internet through the website address (C4 L25-40), wherein any Internet user may sign up to a E-Metro Community based on established rules and regulations (C2 L22-25) - which could be established to allow any user on the Internet who makes a request to use the system. Furthermore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to simply allow anyone on the Internet to use the system (website) discloses by O'Neil, as it would simply be a matter of removing security precautions (registration) - for the purpose of reducing system set-up and operational maintenance costs.
6. As per Claim 22, O'Neil discloses wherein the trusted party and the information source are the same entity (Abstract, C2 L2-64, C61 L50-54, C65 L36-39).
7. As per Claim 23, O'Neil discloses specifying the sale policy by the owner (Abstract, C10 L11-16, C24 L8-45, C65 L50-55, C67 L7-10).
8. As per Claims 24 and 35, O'Neil discloses specifying attributes required of a requestor in order to receive the personal information (Abstract, C10 L11-16, C24 L8-45, C65 L50-55, C67 L7-10).
9. As per Claims 25 and 36, O'Neil discloses specifying exclusions related to the sale of the personal information (Abstract, C24 L8-45, C67 L7-10).
10. As per Claims 26 and 37, O'Neil discloses specifying cost of the personal information by the owner, and wherein the providing the personal information to a requestor comprises selectively providing the validated personal information based upon the cost (Abstract, C6 L53-64, C21 L37-62, C24 L8-45, C61 L55-60).

11. As per Claims 27 and 38, O'Neil discloses assessing the cost to a requestor submitting the request (Abstract, C6 L53-64, C21 L37-62, C24 L8-45).
12. As per Claims 28 and 39, O'Neil discloses crediting a least a portion of the cost to the owner (Abstract, C6 L53-64, C21 L37-62, C24 L8-45, C62 L61-67).
13. As per Claim 29, O'Neil discloses crediting an account associated with the owner (Abstract, C6 L53-64, C21 L37-62, C24 L8-45, C62 L61-67).
14. As per Claims 30 and 40, O'Neil discloses obtaining information related to credit card purchases, shopping habits, web browsing habits, assets, or finances of the owner (Abstract, C6 L53-64, C10 L23-36).
15. As per Claims 31 and 41, O'Neil discloses recording an indication of electronic purchases by the owner (C6 L53-64, C10 L23-36, C21 L59-62, C63 L34-38).
16. As per Claim 33, O'Neil discloses receiving a request to search for a particular owner having personal information for sale by the trusted party (C20 L1-20, C24 L18-25, Figs. 28-33)
17. **Claim 32 is rejected under 35 U.S.C. 103(a) as being obvious over O'Neil et al.**
18. As per Claim 32, O'Neil discloses enabling the requestor to decline receipt of the personal information based upon a cost of the personal information; and wherein providing the personal information to the requestor comprises providing the personal information to the requestor if the requestor has not declined receipt of the personal information.
19. O'Neil does not specifically disclose enabling the requestor to decline receipt of the personal information based upon a cost of the personal information.

20. However, O'Neil does teach that the buyer (requestor) has the right to collectively bargain collective and individual personal information processing privileges in exchange for value (C67 L62-67, C68 L1-5).
21. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have included enabling the requestor to decline receipt of the personal information based upon a cost of the personal information in the system disclosed by O'Neil, for the advantage of providing a method for selling personal information, which gives the buyer bargaining power to decide whether to purchase the personal information or not based on the seller's price.

Response to Arguments

22. Applicant's arguments with respect to Claims 21-41 have been considered but are moot in view of the new ground(s) of rejection.
23. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
24. A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

Art Unit: 3629

however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Conclusion

25. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jonathan Ouellette whose telephone number is (703) 605-0662. The examiner can normally be reached on Monday through Thursday, 8am - 5:00pm.
26. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (703) 308-2702. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 305-7687 for regular communications and (703) 305-3597 for After Final communications.
27. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-5484.

jo
November 14, 2003


JOHN G. WEISS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600